

Halle

WOMEN'S FASHIONABLE ATTIRE

125 SOUTH MAIN STREET



SATURDAY

Clearing the Decks for Easter

A Startling Trimmed Hat Disposal

Large Stocks Radically Reduced

We simply have to make room for the enormous stock that's pouring into our department daily. We are going to do it in one all-embracing sale.

Reductions Are Tremendous

400 Desirable Trimmed Hats to Choose From

None at Regular Prices

Our entire stock, with exception of a few Leghorns, Maline Combinations and Milan Hats, on sale in eight groups, regardless of former price.

\$3.40	\$8.40	\$12.40
\$4.40	\$10.40	\$15.40
\$6.40		\$18.40



A Great Dress Sale for SATURDAY

Taffeta,
Georgette,
Crepe de
Chine and
Combinations

\$14.75

Real values to \$25.00—not inflated. All colors and sizes. Don't miss this extraordinary offer.



JULIUS GOODMAN

DIAMONDS

MEMPHIS, TENN.

Wedding Ring Sentiment

Has a New Significance This Spring.

It is beautiful and significant, reflecting all the sentiment of the occasion in honor of which it is worn.

Orange Blossoms, which so well express the sentiments of the marriage rites, are deeply hand-chased on the new ring. It may be had in all platinum, 18-k. green gold or platinum overlaid on 18-k. green gold.

Write us for prices or call to see our splendid assortment.

Julius Goodman
3 South Main

Orange Blossom

Orange Blossom Diamond Set

Patrician

Regal

Venus

THE CAMPAIGN IS TO BE HELD TO END

Department of Labor Deems Movement of Social and Moral Value to Citizens All Over America.

WASHINGTON, April 11.—The own your home campaign promulgated by the United States department of labor as a logical and sound way of stimulating business and absorbing labor, was commended to the governors and mayors in their recent Washington conference by Ernest T. Trigg, president of the National Federation of Construction Industries. Mr. Trigg said this activity carried on by the division of public works and construction developments of the United States department of labor was a constructive, practical and desirable activity, and urged the governors and mayors to get behind these campaigns in their communities. Mr. Trigg said:

"You came here for the purpose of getting some constructive thought as to how you can best solve the question of giving idle labor employment and how you can best hasten the return of normal peace conditions and general prosperity. Of highest importance."

"Hon. Ernest Lieber, governor of Washington, in a recent message to the legislature, made this significant remark: 'Speaking from the standpoint of the state, I believe it is our duty and responsibility to adjust conditions that there will be employment available in the state for every able-bodied person willing to accept it. It is a logical step to erect a new home, the manufacturer who intended making improvements in his factory, all of whose plans were delayed by war conditions ought now quickly to arrange their affairs that they may proceed and thus aid in providing employment for those who desire and need it.'"

"Specifically what can a community do to be helpful in this essential revival of private building? There is one concrete program which deserves your earnest consideration, a simple plan, and yet one of unlimited possibilities. I refer to a local 'own your home' campaign. This seems to be a logical step in every community because:

"It meets a fundamental need. The nation is short of homes. Recent estimates say we are short 500,000 homes since the war began. Some authorities place the shortage at one million."

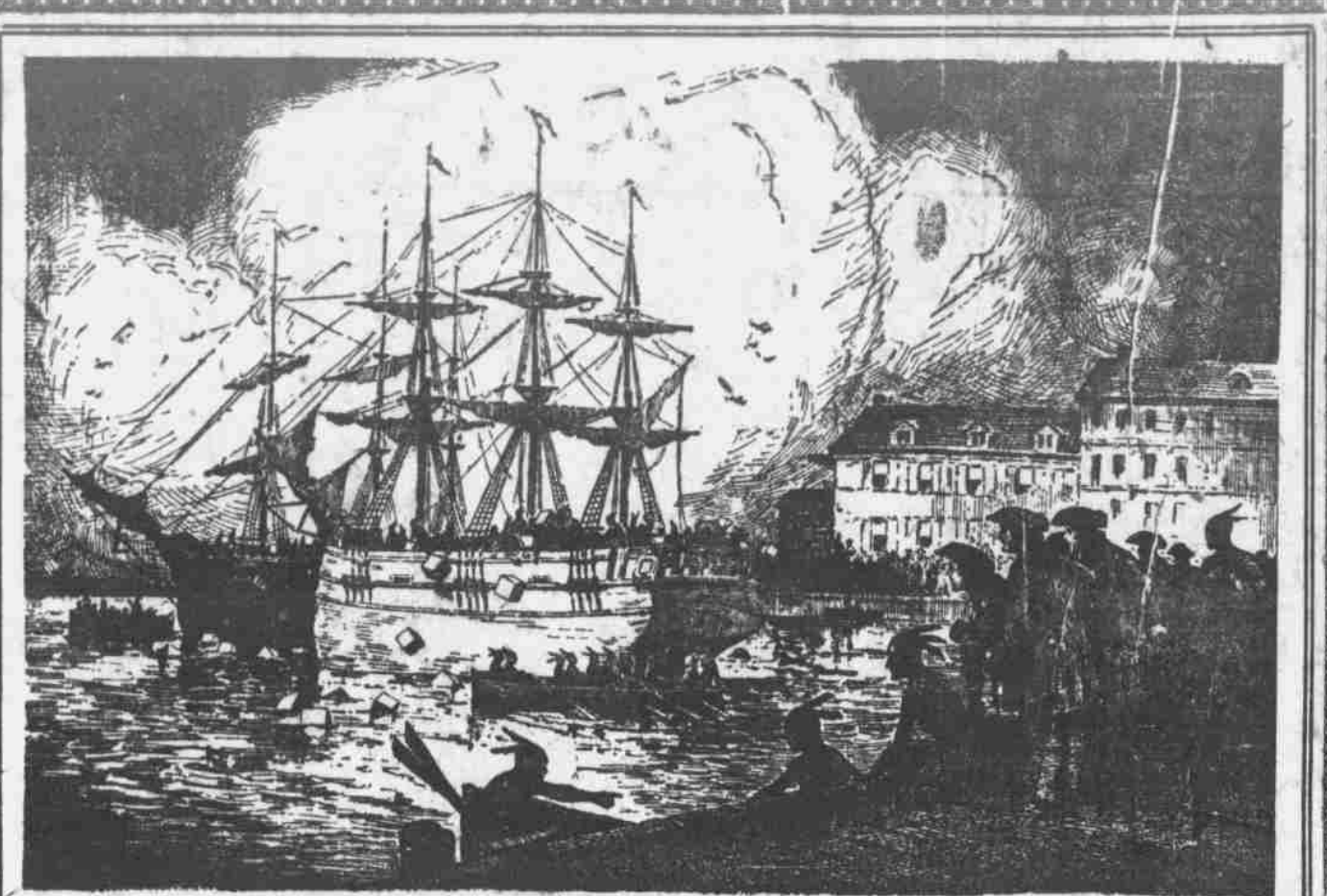
"The campaign is of a character that will call to it every substantial business and civic element in your community. Your chamber of commerce, board of trade, general organizations, your financial institutions, your religious and labor organizations, every element in your community interested in community improvement can be brought to co-operate enthusiastically in this campaign. Now, a campaign in which everybody can and will participate is the sort of a campaign we need at this time."

Home More Than House.

"Remember, your investment builder, the so-called speculative builder, is not going to build the home. He will continue to be the cautious builder. But the home is built for use and service and comfort. It is in fact the world's greatest investment, but those who build homes look more to comfort, convenience and fuller life, their returns, than to dividend or interest on the money put into it. Therefore, home owning today pays a greater return than before the war, because if this war has made plain a single fact it is the profound influence on our lives in the American home. It is not a matter of indifference to the nation that it is the profound influence on our lives in the American home. It is not a matter of indifference to the nation that it is the profound influence on our lives in the American home."

"Home building is the logical first step for the further reason that building is so large a part of the entire industry of the country, and 75 to 80 per cent of the building industry is labor. This is of profound significance when we are endeavoring to advise better employment for a period of industrial transition. But in addition to this every home that is built, immediately stimulates business locally and creates the demand for materials and products more than a hundred correlated industries."

"It would not be difficult to enumerate a dozen other arguments as to why a general building campaign should begin with home building. The arguments are obvious. It is more important to this conference, which is seeking concrete and specific information, to know that the department of labor, in its division of public works and construction developments, has been endeavoring to advise better employment for a period of industrial transition. But in addition to this every home that is built, immediately stimulates business locally and creates the demand for materials and products more than a hundred correlated industries."



THE BOSTON TEA PARTY. A handful of daring Americans in the guise of Indians—apparently merry-makers, but in reality history makers; demonstrating the spiritual growth of the nation's pioneers—the first outburst of democracy—the early flush of the dawn of American freedom!

The Spirit of Justice prompted the Boston Tea Party. The same spirit now urges thrift. If we feel sympathy for our Allies, now facing the costly task of reconstruction, we will not waste.

Thrift in bread buying means you must buy the large loaf. To make it requires less labor, less fuel, less equipment. It is economical in use, also, for it has less crust in proportion, keeps better, bakes to a better texture, and is good to the last crumb.

Little savings by all run into big totals—so buy *Betsy Ross* Bread, made only in the large size. *Betsy Ross* Bread makes thrift a pleasure.



MEMPHIS BREAD COMPANY

NEW CALENDAR TO GIVE 13 EQUAL MONTHS PLANNED

Extra Month Called Liberty Would Be Put in Between February and March—New Year's Day Unattached.

ST. PAUL, April 10. (Sp.)—If some day during what you will suppose is the month of March, in this year of world federation, you get a letter from Minneapolis with a peculiar date line, let this be an explanation.

Incorporated under the laws of Minnesota is the American Equal Month calendar association, made up of lawyers, bankers and business men generally—not the class usually classified as "one-day" cranks, but ordinary money-grabbing folk who would score being classed as "reformers."

They have set out on a slow, patient effort to do over again what civilization has done a number of times in recorded history—this time they propose to do it right—that is, to make a calendar that will be every year the same.

Briefly, it is to have each month consist of four weeks; that is 28 days. This will give one additional month besides the year is divisible by 400. But, the world is not all as ready to change established customs—even bad ones—as these men of Minneapolis so they have incorporated and are prepared for a long and steady pull. They have started it off as though the new calendar was already in force these men of Minneapolis, for they have their stationary—personal, stationary business—printed for a double date line, for example, as follows: 16th March, 1919 (Gregorian calendar) 15th Liberty, 1919 (Liberty calendar). Those who get such a letter will now know what it is all about. The study of the calendar has interested many famous men at various times, the encyclopedia tells. It is an attempt to put into a system these basic phenomena of common life—the year, the month and the day. As the year depends upon the length of time the earth requires to go round the sun one time, so the month originally depended upon the time in which

NO INCOME TAX UPON INTEREST FROM BONDS

ST. LOUIS, Mo., April 11.—An important matter to be considered in the buying of Liberty bonds, and one that will appeal to those who pay income tax to the government is that for the next five years following the termination of the war there will be no income taxes to pay on the interest received on bonds, according to Section 2 (a) of the Victory Liberty Loan act, as explained by Secretary of the Treasury Glass.

"It is perhaps not generally understood," Mr. Glass says, "that under the terms of that section, the interest received on and after Jan. 1, 1919, until the expiration of five years after the termination of the war, on an amount of bonds of the first loan converted, the second loan converted and converted, the third loan and the fourth loan, the principal of which does not exceed \$10,000 in the aggregate, owned by an individual, corporation, partnership or association, will be exempt from surtaxes, excess profits and war profits taxes now or hereafter imposed by the United States, upon the income or profits."

This exemption is in addition to any other heretofore conferred and is independent of any subscriptions to the Victory loan and immediately effective. This act also provides for the secretary to extend the privilege of exemption to 4 per cent bonds of the second loan and 4 1/2 per cent bonds, the higher interest rate to be effective from the semi-annual interest payment date next succeeding the date of presentation for conversion.

Make a Good Impression. It costs you no more; it's a real investment; if the appearance is right the further purpose shall be the industrial and commercial advancement of the nation. Tailored Spring suit. A real value in your wardrobe. Moriarty & Son, Tailors, 81 South Main Street.

Announcement Extraordinary

GRAND OPENING THE CITIZENS' CO-OPERATIVE STORES

Will Open Store No. 1 at the Corner Maple and Park Streets

SATURDAY, APRIL 12, 1919

A CORPORATION CONSISTING OF COLORED MEN WILL SHORTLY OPEN AND OPERATE A CHAIN OF GROCERY STORES IN MEMPHIS AND ADJACENT TERRITORY.

The object and purpose of the Citizens' Co-operative Stores shall be, first, to carry on a general commercial or mercantile grocery business; its further purpose shall be the industrial and commercial advancement of the race; its development of the producers and consumers of the various members of the race.

SICK 4 YEARS WELL IN 3 WEEKS

After Taking BAUGHN'S PELLAGRA TREATMENT. This Woman Wanted Death to End Her Suffering. Happy Now, She's Cured.

Garnsey, Ala.—Mrs. Bama Jacobs, of this place, writes: "I was a constant sufferer from that dreadful pellagra for four long years. My case seemed beyond my doctor's reach and in July, 1910, he said he could do no more for me. I would even find myself praying to die. I suffered so much. Finally my husband ordered a trial of Baughn's Pellagra Treatment and in three weeks I could see a great change and I am well today. I say to all, Take Baughn's Treatment and be cured, for my case was bad, and of long standing."

This testimonial says more than could say, except this: We can cure pellagra and will undertake to cure any case, no matter how long standing, on basis of refunding (the money we fail to effect a cure. If you suffer from such symptoms as red hands, peeling off, sore mouth, inflamed throat and tongue, indigestion and nausea, diarrhoea or constipation, get today Baughn's big booklet on pellagra, sent free. Write American Compounding Co., Box 2046, Jasper, Ala. adv.

THOUSANDS OF PALE, WEAK, THIN-BLOODED, RUN-DOWN MEN AND WOMEN HAVE REGAINED THEIR FULL BODILY STRENGTH AND MENTAL VIGOR BY THE USE OF

LYKO TONIC

THE CREAT GENERAL TONIC ASK YOUR DRUGGIST

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